Public Health Programs in Diabetes Prevention and Control

Dara Murphy, Chief
Program Development Branch
Diabetes Division, CDC
CDC Program Efforts

- State Diabetes Programs
- National Diabetes Education Program (NDEP)
- Primary Prevention
State Diabetes Programs

- 50 States
- 8 jurisdictions and DC
Late 1990s - shift from direct patient (clinical) services to community-level and systems-based interventions

3 “levers” of change: community interventions, health communications, & health systems change

Adoption of National Objectives as guide for program evaluation and to emphasize accountability

Adoption of a Model of Influence (MOI)
Program Objectives 2003-2008

- Eye exams
- Foot exams
- A1C testing
- Flu/pneumonia immunizations
- Health disparities
- Wellness
State Program Funding

- 59 grantees
  - states
  - jurisdictions
- Actual funding levels vary
  - Mix of federal, state and other
- Leverage internal/external resources
Model of Influence
State Program Description

- Respond to their environment
- Assume multiple roles
- Build and maintain relationships
- Frame issues from PH perspective
- Address *disease* and *issue*
Model of Influence is...

- Multi dimensional
- Mutuality and reciprocity
- Leveraging and multiplying effect on networks
- Strategic Partnering
Roles/Activities

- Relationship builder
- Facilitator
- Expert
- Developer/Disseminator
- Innovator
- Educator
- Resource
- Networker
- Funder
- Model Program
In summary

- State programs are:
  - Complex
  - Multi-leveled
  - Interactive in their context
National Diabetes Education Program Changing the Way Diabetes Is Treated
Three overarching campaigns

Control your diabetes. For Life.

Be Smart About Your Heart Diabetess
Control the ABCs of A1C Blood Pressure Cholesterol

small steps big rewards
Prevent type2Diabetes

SAFER • HEALTHIER • PEOPLE™

A message from the National Diabetes Education Program
- Benefits of control
- Tailored messages
- General and high risk groups
Be Smart About Your Heart

High Risk for Heart Disease And Stroke

Tailored messages, products, and tools
Prevention of type 2 diabetes

Target Health Care Providers and At Risk Groups
Priorities

- NDEP
  - Effort Allocation
    - 50/40/10 (prev, control, policy)
  - Outreach
    - At risk grps,
    - HCPs.,
    - Payers, purchasers, policy
Priorities

- State Program
  - New Program Objectives

- Primary Prevention Pilots
  - Surveillance System development
  - Systems Dynamics/Complexity Science
  - Primary Prevention Collaborative
In Summary

- State Programs
- NDEP
- Primary Prevention
Thank you

- CDC/NIH Staff
- State Diabetes Prevention and Control Programs